

SEVENTEEN EAST FORTY-SECOND STREET • NEW YORK • VANDERBILT 6-0888

the Reporter of direct mail advertising

BUS. ADMY.
LIBRARY

A MONTHLY DIGEST OF DIRECT MAIL IDEAS AND INFORMATION

Memo on Direct Mail
Highlights During
January 1942

MAR 11 1942

Dear Folks:

Look **intently** at the design in the bottom right corner of this page. There is something brand new in Direct Mail.

Early in January news reached us that the Business Reply system was attracting "serious study" . . . there were rumors of possible **restrictions** (to save paper.)

THE REPORTER went to work . . . investigating, consulting and planning. Why not a substitute method which would not "waste" any paper . . . and thereby eliminate any real or fancied need for restriction?

The miniature form was submitted to Post Office officials who approved it in less than a day's time. The design can now be used on letterheads, invoices, order forms or on labels. There are many possible adaptations. It is admitted that this substitute is not as good or as convenient as the customary Reply Envelope, which you can of course still use. But, the new label is far better for Direct Mail work than not to have the pay-on-delivery privilege at all. We recommend immediate testing.

Other early-1942 activities are reflected in the pages of this issue. The condensed material speaks for itself. It should show you that THE REPORTER has gone all-out in its effort to discover the best Direct Mail methods for War-time Selling; it should show you that THE REPORTER is continuing to fight for the best interests of all users of the mail.

Thanks . . . to the hundreds of you who replied so promptly to our last cover-letter. We will gladly pay the postage to get your reaction to this one.

Conservatively yours,



Publisher



P.S. Even tho we are talking about conserving **one type** of envelope, we use the important carrying envelope to dramatize our new letterhead. And wait till you see the new and improved correspondence envelope just ordered by **this reporter**. We are finding so many ways to improve and conserve . . . all at the same time. Try it!

—H. H.

This VICTORY LABEL can be used instead of a postage stamp when you reply to us. We use this new, approved form in order to cooperate with the Government in saving paper for War needs. When you write us, clip label at dotted line and paste it securely to lower right corner of your envelope. No postage or addressing necessary. We pay the postage gladly for the privilege of hearing from you.





experienced paper stretchers

...to use Rising Papers. Executives...men with vision...waste-conscious men...men who know how to minimize extravagance.

These men will plan profitable printed advertising on economy budgets. They will build direct mail pieces on standard sizes of papers. They will keep their mailing lists up-to-date. But, above all, they will hold high the American ideals of quality that are result-getting and profit-producing.

To these men and to their businesses, Rising Paper Company offers a complete line of bond and writing papers for general correspondence, index card bristols for permanent and semi-permanent records, wedding papers and direct advertising papers.

Consult your Rising merchant today. There is one near you.



RISING PAPER COMPANY • Housatonic, Massachusetts

CRACKPOT STRATEGY

(*Not to Be Read by People with Touchy Dispositions*)

Look out, you advertising strategists, or you will get the noble profession back into the sorry mess it was in some ten or fifteen years ago. Remember . . . when the different forms of advertising were fighting each other openly? Remember when a now-deceased editor used to write editorials condemning Direct Mail and tried to show its waste and costliness by comparing the "modest" cost of a page display Ad to the "enormous" expense of a post card mailed to circulation list of same national publication? Remember how this foolish fighting brought discredit on all advertising?

Direct Mail, being a newcomer, was attacked most lustily . . . but it kept on growing.

Radio, another newcomer, was subjected to the crackpot attacks of selfish advertising strategists . . . but radio kept on growing.

And then for a time, advertising seemed to grow up. The fighting ceased. At least the open heel-biting dropped out of sight and sound.

But now, with the advent of war, there are ugly signs on the advertising horizon. Let's discuss them openly, before things get worse. Let's uncover the Goebles in our midst, so that we won't have a "divide and conquer" campaign in the advertising business.

What are some of these signs?

● A newspaper in Hartford, Connecticut prints an obviously planted "letter from a reader" recommending that mail solicitation be abolished

. . . (1) to save paper (2) relieve the Post Office and (3) save householders the inconvenience of opening trash.

● The same newspaper, a few days later gave *undue prominence* to an item announcing that the Governor of the State had decided to use post cards for *all correspondence* in order to save paper and envelopes.

● The Boston American comes out with a display Ad $6\frac{1}{2}'' \times 11\frac{1}{4}''$ written in kindergarten style with line drawings. Listen to the lead:

This is a Sharp Stick (P)
this is a plow (P)

You can dig up the ground with a sharp stick or you can dig with a plow. Farmers can grow many more crops with a plow than with a sharp stick. Therefore, the plow does its job more cheaply.

This is a post card (P)
It is used for sending messages

This is a newspaper (P)
It is used for sending messages

A newspaper advertisement reaches many more people than a post card and therefore it does its job more cheaply.

Shades of Brisbane! From there on, the Ad brags about the pulling power of the paper. The real joker is the last line. After condemning Direct Mail, the publisher asks all those with suggestions, criticisms or questions to *write him a letter*.

● For two months, our scouts in various sections of the country have been reporting that trade-paper space salesmen are talking about difficulties and waste of Direct Mail and

are urging advertisers "Don't do anything but trade paper advertising . . . cut out everything else." Cheap!!!

● An Advertising Agency in the mid-west sends a form letter to all farm papers offering (in behalf of a client) a new type insert at a special rate because "Direct Mail to farmers had proved too expensive." The Agency emphasized, of course, that they were to receive 15 per cent of the gross charge for insertion.

● A trade magazine publishes a page of *ten graphs*, showing the trend in each form of advertising. On the Direct Mail Chart the up-and-down line is fixed by "millions of dollars" (taken from Printers Ink figures). The lines on the other charts are fixed by undeterminable index ratios *which were not explained*. A quick-comparison examination makes it look like Direct Mail is the smallest media, while outdoor and magazine advertising top even newspapers. The Editor didn't like it a bit when several Direct Mail people called "foul." He washed it up by claiming that it was impossible to compare indexes with other indexes. It doesn't make sense.

● Industrial Marketing, the trade paper of the industrial field, appears in January with a special "Annual forecast and review" issue. The Editor prints letters from many Advertising Managers of Industrial concerns. The letters are excellent. But the Editor makes his headline read "Increased Business Paper Schedules feature 1942 Programs." Then in his summarizing subhead he says "Di-

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CERTAINLY PAPER WON'T BE SO BRIGHT CHLORINE HAS GONE TO WAR

Chlorine is much less necessary for bleaching pulp than for war essentials to bleach the bones of dictators. Despite lower color, Champion paper still has the excellent printing qualities that long have made it a leader. Champion is a large and resourceful organization, and in its wartime products you may expect the same margin of superiority that has marked its production in normal times.



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelopes and Tablet Writing . . . Over 1,500,000 Pounds a Day

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

rect Mail will be curtailed except for that which is of a service nature." This reporter read every one of the fifty-five letters reproduced. In only two cases did we find statements that Direct Mail would be reduced—and then the Advertising Managers said they would use the money saved on Direct Mail for . . . a house magazine or for better product literature. What the ?

It's true that most of the letters reported an increased or steady use of trade paper space, (and rightly so) but the greater part of each letter was devoted to explaining in detail very sound and sensible plans for extending Direct Mail operations. One company even said "We haven't used Direct Mail up to the present, but 1942 will see the inception of such a system and the expenditure of \$12,000 to \$15,000 to do this in an effective and comprehensive way." Another says "There will be a 10 per cent boost in our Direct Mail." Another: "Our Direct Mail effort will be accentuated." Another: "We are stepping up our Direct Mail program from a list of about 3,000 names to a list of 10,000 names." Another: "Our 1942 appropriation for advertising is up 20 per cent. Inasmuch as we haven't used business paper space for ten years, this money will go into a new house organ for salesmen, more Direct Mail, catalogs, novelties, etc."

And still another: "Our Direct Mail efforts will be intensified—catalogs and mailing pieces will be more attractive in art and layout."

One more: "Our publication advertising space will remain about the same but we are planning to step up our Direct Mailing program by issuing two Hobbing Data sheets twice monthly."

Why go on? Do you get what we are driving at? We resent this business of making a survey of the advertising field and then editorializing on the results for the purpose of

pleasing the advertisers in publication (which in the case of Industrial Marketing are *Trade Papers*.) It doesn't make sense! It makes the advertising fraternity look silly. And we are writing this report only because a lot of advertising men noticed these things—and thought they were silly.

All advertising will probably suffer during the war. But, even so, let's not resurrect the old-time silly squabbles. There is a place for all forms of advertising, and each in its place is best.

And to make the record straight, we don't want to see Direct Mail people attacking other forms of advertising.

Readers of *The Reporter* and members of The Direct Mail Advertising Association can help to stem this tide of dissent. Slam the fellows who try to sell you advertising by slamming the other fellow's service. Re-

port to us any violent cases (such as the Boston-American Ad) which bring discredit to advertising.

* * *

P. S. If any of the advertising brethren think we have been unfair, our pages are open for their rebuttal.

Shorthand Letter

J. M. Firth of Firth Bros., Limited, Hamilton, Ont., Canada, sends interesting form letter mailed January 31st. Entire letter multilithed in Pitman shorthand. Only typing the date, personal fill-in, closing salutation and company signature. Hand signed. Mr. Firth reports results excellent. Many recipients said they did just what was wanted . . . they handed to secretary with "what does this say?" Letter translated, of course, emphasized importance of good clothes in business. List used: business executives at office address.

The Girl He Left Behind Him!*

A Tale with a Moral for Advertisers

The boy was very much in love with the girl, and she with him. But she was a beautiful girl who had many admirers. And our young friend was too wise to believe in the old proverb: "Absence makes the heart grow fonder."

He resolved that after all the time and effort he had spent winning the No. 1 place in his sweetheart's affections, he would not let his rivals win by default through his absence. No, indeed, he would see to it that she was reminded of him often and of the good times they had had together and of the better times they could have after the war was over.

So he inaugurated and carried out a campaign to keep from becoming the forgotten man. He wrote her regularly about his life in the army, always ending with how much he missed her, how much he loved her and how much he wanted to be with her again. Those letters she got from him every week or two kept her thinking about him, and kept her from thinking too much about the

temporary beaux with the advantage of proximity.

The moral for advertisers? Your biggest promotion job under present day conditions, when your production is diverted into war channels, is to make people keep on wanting your peacetime products, whether or not they can get them. And to keep them wanting them until you can again supply the demand. It's hard to forget someone that you're made to remember.

*Inspired by an editorial by John H. Van Deventer in THE IRON AGE.

The above taken from very excellent January issue "Envelope Economies" h.m. of Tension Envelope Corporation; New York City. Incidentally, with the January issue "Envelope Economies" changed from an 8½" x 11" size to a 5¼" x 7¾" format. Sorry we do not have room for the six clever cartoons which illustrated the article.

WARNING TO ADVERTISERS

We've been ranting about this subject for a long time with, sad to say, very little results:—"How do general advertisers answer inquiries?" Advertising is under "severe scrutiny" from various quarters. Advertising which does not do a complete, well-rounded job deserves criticism . . . and scrutiny. So hold your hats, here we go again! We give you . . .

A Recent Study of Advertising Inquiry Follow-ups

Conducted by Louis M. Freedman, Jr., of General Research Inc., Subsidiary of D. H. Ahrend Company, New York.

Our research staff answered 131 space advertisements from various fields.

64 or 48.8% answered within 5 days
28 or 21.3% answered within 10 days
9 or 6.9% answered within 15 days
18 or 13.8% answered within 35 days
12 or 9.2% did not answer at all

Above figures represent number of days inquiry was in advertiser's hands before answer mailed. All transit mailing time deducted.

These figures demonstrate again that too many companies have put their main emphasis on getting inquiries from their space advertisements, and too little on the proper handling of the inquiries they receive.

Prospects answering an advertisement discover that:

1. Their inquiry is not answered within a reasonable length of time.
2. The response they receive is very cold and impersonal.
3. They are not given the complete information they requested.
4. They are not told the prices of the product.
5. They are not told where they can obtain the product.

Specific Observations

49 Companies sent no letter with their replies.

Only a few attempted to reach inquirer in person.

4 used the phone to ask for an appointment; 4 sent a salesman. Of those who telephoned, 3 were persistent to the point of being obnoxious and 1 was friendly and anxious to be of service. One salesman came at 8:30 in the morning, and another at 9:30 in the evening . . . unwise hours.

Of the firms that sent a letter,

13 sent a printed letter
12 sent a mimeographed letter
21 sent a multigraphed letter
17 sent a processed letter
12 sent personal letters

Where a personal fill-in was used on the letter,

17 were done very poorly and hastily
10 were neat and carefully matched to the body type

30 per cent of the companies answering didn't think highly enough of the goodwill they might develop, to put a little extra care in the preparation of a good personal answer. Only 47 said, "Thanks, Mr. _____, for your inquiry."

89 of the companies tested sent only 1 reply, and no further follow-up.

30 companies mailed a second piece.

Only 12 sent a third.

Six tackled a fourth try.

Two were still in on fifth piece.

One stuck for sixth, seventh and eighth piece.

12 companies went to the other extreme, and sent more material than a prospect could absorb.

One firm sent 3 follow-ups within 3 days, all completely stuffed with impersonal letters, folders, fliers, testimonials and other material.

General Observations

This survey shows that the aver-

age response is inadequate. Timing is bad; the prospect is forced to wait; follow-ups are spaced irregularly; material sent usually lacks personal warmth, and does not give sufficient information.

1. Correspondence schools were the most constant in their follow-ups, and usually stuffed their envelopes to the postage limit.

2. Food companies ordinarily sent only one response—with samples of literature as advertised. Most did not mention where the product could be purchased. Only one sent a follow-up reply.

One firm sent a follow-up questionnaire asking the recipient's reaction to product.

3. Insurance companies averaged one reply, only one of the six tested sending a reply from the local representative. One company offered a seven-day money-back trial of a policy covering an entire family.

4. Clothing manufacturers responded once, most replies being impersonal.

5. Medicine and health product manufacturers usually replied twice.

6. Specialty shops usually sent a booklet or folder with no letter. They made the smallest effort of all the categories tested to make personal contact with their prospects. Most were very slow in answering.

7. Further analysis of formats and appeals revealed the following:

- a. 116 companies enclosed booklets or folders.
- b. 41 companies enclosed order forms.
- c. 14 used a plain reply envelope, 23 used business reply envelopes.
- d. 3 companies said they were enclosing, or sending in the future, material which was never received.

Reporter's Note: This report is respectfully submitted to

- a. The Advertising Federation of America
- b. The Association of National Advertisers
- c. The Association of Advertising Agencies
- d. The National Publishers Association

But under our breath, and less respectfully, we ask "What are you going to do about it?"

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



ARNOLD
FREDEROT



Victory War Quality Papers

Former "brightness" of Northwest Pedigreed Papers is patriotically and cheerfully sacrificed to release chlorine for war production. However, the regular standard finishes and utility values are being rigidly maintained by NORTHWEST in its Victory War Quality Papers—and they are surprisingly clean also. We are proud of the ingenuity and skill of our expert papermakers in meeting the national emergency.

NORTHWEST

PEDIGREED PRINTING PAPERS

THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA, U. S. A.

Copyright, 1942, By The Northwest Paper Company

A Direct Mail Man Speaks on Religion

Now is the time to promote good will, through mutual understanding, and a spirit of justice, amity and tolerance for all races and all creeds who constitute our American citizenship.

All of the various groups of citizens exercising a freedom of choice in religious worship—Protestants, Catholics and Jews—have something very definitely in common. In common, they have belief in God . . . a conviction that our Democratic form of government will best conserve both religious and political freedom . . . a knowledge that they have against them an anti-God movement, which, should it acquire strength, would propagandize God out of mind and put an end to personal liberty.

* * *

Where men think clearly, they judge fairly. Where men are free, they denounce tyranny and intolerance. But tolerance alone is not enough. America must not only be safe for differences but also actively appreciative of those differences which have made it great. Our land has been enriched by scores of cultures and racial strains. Each lends its own peculiar color, tone and meaning. Each renders a distinct contribution through mutual co-operation as Americans. Each is like an instrument in a mighty orchestra.

We could not have our symphony of America the Beautiful, if all the instruments were the same. This blessed land is Mother of Exiles to all who find here their song of hope, their reward of labor, their dream of peace. We build a nation out of the same elements the Old World used, but we add the intangible quality of brotherhood to make ours a commonwealth of nations. Freedom is our priest and good will our cathedral through whose dome of many-colored glass shines the white radiance of democracy.

I find it difficult to understand why Christian people sometimes forget that Christianity is deeply rooted in Judaism, and that it was the Jewish race that gave to the world the Divine Founder of the Christian faith and the early doctors of the church. No man in our free land is required to surrender principles or dilute his faith, but should concede to every other man the right to differ. Our aim should be to live together peaceably and harmoniously with our differences.

Bigotry is not inherent in human nature, but acquired by precept and example. The child acquires his prejudices in the home

and through environment. This is a time for national unity. We have truly a priceless heritage. Democracy is heaven-born. It comes from God and rests upon divine law. It is based upon the undying principles of eternal justice. There is no one too great not to be subject to its power, nor too lowly not to feel its protection. We know that in our land and under our laws, the rights of the minority, the rights of the individual are protected. Only under a form of government such as ours is recognized the sacred rights of human personality.

So said first D.M.A.A. President, Homer J. Buckley at The Chicago Round Table of Jews and Christians . . . in publicizing Brotherhood Week.

Reporter's Note: You've said it better than I could, Homer . . . but that's what I was really talking about during the long fight to drive out of the mails the "divide-and-conquer" filth of the foreign propagandists.

Certainly . . . let's differ *tolerantly* among ourselves. But let's resent and fight any attempts, by mail or otherwise, by foreign powers to get us fighting against each other. Anti-Government, Anti-Semitic, Anti-Catholic, Anti-Preparedness propaganda poured into this country by the boatload. American Printing Presses turned out millions of disruptive pieces paid for by the Anti-God clique. The last straw was when they found a method of getting their rot inserted in the Congressional Record—and mailed free with the help of Ham Fish's purchasing office in Room 1424 of the House Office Building. We are still suffering from the scars. Perhaps what we need is a healing American publicity campaign to weld us all together again.

•

Short . . . and Sweet

Dear Henry:

Marvelous issue, your Vol. 4, No. 8 for December!

Sincerely,
Troy M. Rodlun
1427 Eye Street
Washington, D. C.

Fancy Backgrounds

That's an interesting story told in current issue of Linde Lines—the famous house magazine of the J. E. Linde Paper Company, 111 Eighth Avenue, New York City . . . how the Art Director of the Ladies' Home Journal gets unique and interesting background patterns for lithographed pieces by *photographing* lace curtains, oriental drapes, wall paper AND the surfaces of fancy Direct Mail papers. Don't know how the fancy-paper manufacturers like Strathmore, Linweave and American Writing like this idea—but it's an intriguing subject with unlimited possibilities. In fact, *The Reporter* has already used the stunt. That V cover on the November issue was made by photographing a piece of wood-grained, fancy paper. If you want to study further, Charlie Morris of Linde, might spare you a few samples.

H. H.

Expert Dramatizing

This reporter likes the recent piece entitled "Headline News About Paper under Wartime Conditions" issued by the Sales Promotion Department of the Strathmore Paper Company.

Multigraphed letter described three pieces of sulphite pulp:

A—Shows the color and quality of No. 1 Bleached Pulp—as we used to get it, before its color was reduced from 85 to 70.

B—Is the same No. 1 Bleached Pulp—as of today. Note the change in color and the presence of more dirt than before.

C—Is No. 1 Unbleached Pulp which may have to be used at least to some extent if, now that we're in the war, much more chlorine is needed for war.

Three sheets of pulp were attached marked A. B. C. Any schoolboy could understand that demonstration. Balance of letter amplified description and emphasized that Strathmore quality will be maintained at maximum with materials available. Let's hear somebody grumble about the color being "off"!!!

DIRECT MAIL THINKING IN CANADA

Your Reporter asked D.M.A.A. Canadian Vice-President Spalding Black to give us an up-to-the-minute report on Canadian thinking about Direct Mail. Here it is—in Spalding's usual thorough manner:

The United States is our closest economic tie, our very good friend and now our comrade in arms. You are now up to your neck in the war with us and the vigor with which you are meeting the realities of the struggle and the sacrifices that it imposes has had a far reaching effect in Canada. In fact it has made it possible for us to impose much greater sacrifices upon our people and the net results of rationing, curtailment, high taxes and in some instances, a prohibition of manufacture, is that an entirely different state of mind has been recently created in parts of the country.

People are not thinking of using advertising for the purpose that many people seem to think it was solely designed to serve, that is, selling. Advertising executives are now much more concerned with keeping the line open to customers and prospects until after the war is over.

To illustrate this last point I attach circular received today from Might Directories, Toronto, suggesting a means to make it interesting and desirable. (*See footnote.*)

In your "V" formulas for mail selling strategy in war time, the accent is all on selling and an unlimited source of supply to meet demand created by the selling effort. We here in Canada are in a different position through Government control and other arbitrary curtailment orders. While in stores we are not made to feel that there is any shortage of goods, at the same time the entire psychology is one that every dollar spent for anything that is not an absolute necessity is a dollar spent to help Hitler. This creates a mental picture if one realizes that each dollar has the power to buy the time and labor of some workman, and if that time and labor is devoted to production of some article or service which is not directly contributing to the war effort, that dollar is diverting so much of the nation's effort in the direction of defeat. In other words we are learning to think in Canada that it is unpatriotic to spend anything that we can possibly avoid spending—to save every penny that we can to lend it to the Government.

Under these circumstances the direction of planning and thinking in regard to direct

mail promotion is radically altered. Shortages and a reduced scale of living will undoubtedly bring about this situation in the United States before long, but I have not noticed examples of it particularly in the Direct Mail field as far as I have been able to observe in the United States.

Take, as instance, our own business "Cellophane" in Canada. As one of the important ingredients in the manufacture of "Cellophane" is glycerine and as glycerine is also required in the manufacture of cordite, a high explosive, the amount of glycerine available for the manufacture of "Cellophane" was drastically curtailed last autumn by the Wartime Prices & Trade Board, Ottawa. As our business was cut in half, our advertising expenditures were likewise cut to bear proper relationship to income. Our publication advertising was cut more drastically than Direct Mail, although our Direct Mail expenditures are roughly 50% less for the year 1942 than they were in 1941. The whole direction of our Direct Mail campaign is to interpret the Government's requirements to our customers in such a way that they will be glad and happy to co-operate despite the sacrifices. We feel that a particular responsibility rests on advertising at this time because if it does not line itself with urgent and fundamental Government policy, advertising will be swept out of the way, or so drastically curtailed and controlled that it will not perform the function of education and morale building that is its right and one of its most potent uses.

So far we have not had difficulty in securing supplies although we are urged to curtail the use of paper, engravings and to simplify all operations to the last degree, consistent with achieving the results desired.

As to whether I am optimistic or pessimistic about advertising, I personally am optimistic. I am optimistic because advertising is now proving one of the most potent tools in the hands of the Government to achieve its objectives. There are still those in management who feel that advertising is a controllable expense which should be done away with in a time like this. Fortunately the number is few and I feel that advertising men have today the greatest opportunity that has ever been given to them to demonstrate that advertising is much more than just a means of securing sales. It is a means of keeping the essential part of our industrial organization in-

tact, with contacts open in order that the reconstruction period after the war may not be a duplicate of the chaotic period that followed the first great war.

Footnote: Might Directories Limited, 74-76 Church Street, Toronto 2, Ontario, Canada, mailed a letter to Canadian business firms enclosing reproduction of four page 353 year old newspaper and offered it and other ancient papers to "one firm in each field" for use in goodwill-holding series. Here is sample of letter recommended:

Attached is a reprint of a newspaper published 353 years ago—when the Spanish Armada sailed for England. Its quaint old spelling and phraseology reveals how history repeats itself.

Then, as now, a powerful tyrant ruled Europe. And then, as now, the enemy had brought fighting men from all over Europe for the great invasion. Note the familiar names of Dunkirk, Antwerp, Nieuport—and the "Ark Royal."

That invasion never got under way. Despite great odds, it was smashed on the high seas, just as Hitler's bigger and better and quicker invasion was smashed in the air 352 years later.

Both Hitler and the Spanish Dons were wrong about what free men can do. They forgot that freedom produces better men and better equipment than tyranny ever can.

But, the production of better equipment means the disruption of the normal flow of things . . . slower deliveries, and even the total elimination of products we have come to accept as a matter of course.

We, like others, face the facts—and face them squarely. Customers whose goodwill we so highly value, cannot be served as we would like them served.

But, when the Peace is won—as it shall be won—we look to the resumption of business on a normal basis . . . to the rendering of the prompt service and attention we're here to give. In the meantime, we want you to know that we are most anxious to co-operate with you in every way possible.

Yours very truly,
(Your usual signature here)

HOW TO PLAN PRINTING

One carload of blue print paper goes into the planning of a battleship before the actual building gets under way. The International Paper Company, New York City is trying to do its bit for the defense effort and national economy by recommending more thoughtful planning of every printing job. Make your plans for printing just as you would a plan for a building or a battleship. Here are some of the excellent suggestions from International's copyrighted mailing piece.

Start with Your Own Record

Get a job envelope, job sheet or a record of some kind started as the first step on any printed operation—it serves as a constant and running record and as a schedule for all follow-ups.

Use Well Thought-Out Forms

Properly designed forms save time, effort and money. They are desirable for all estimates and for orders. Duplicates serve as records and reminders for follow-ups. A good form system prevents misunderstandings and keeps a job moving.

Consider Your Printer Carefully

Think of your printer just as an employee. Know his background, character, integrity and honesty; be familiar with his customers, his type of work, quality, equipment and standing in the trade. Co-operate with him and he'll co-operate with you. Your printer is your counsellor.

Give Your Printer Ample Time

Let him know, as far in advance, that he is to get the job. Thus he can schedule his presses and time to come thru with the greatest efficiency. He is at his best when he, too, has time to prepare and plan.

Always Be Specific with Your Printer

When asking for bids give the printer an accurate dummy that shows everything. Don't explain, and don't leave him to guess. The cost of a dummy is saved in the confusion that is avoided, in the errors eliminated and the reduction of "extra charges" in final billing.

Work with Printer on Engravings

The good printer knows the kind of plates he gets best results from; he knows how he wants them blocked, backed, positioned and registered (if for color). He can give the engraver sheets of the paper to be used for proofing to assure best results.

Know the Press and Its Sheet Size

Learn from your printer what equipment he plans to use and the standard stock sheet sizes he can print most efficiently and economically. Then plan your job to "fit" using all possible "bed space."

Select Paper to Cut Without Waste

Paper sizes have been planned to provide hundreds of standard sizes and shapes for printed pieces. No artwork, photos or plates should be ordered before the correct paper size is determined.

Anticipate Your Needs and Fill Just Your Needs

A re-run to make up the quantity needed is often expensive, and out of proportion. An excessive over-run is wasteful and equally expensive. Check with your sources of information for your quantities. Check, too, with your printer on his anticipated over-run and remember he is permitted small over-run at a proportional billing.

Plan, Prepare, Buy All Pieces Ahead

If you require envelopes, get them as early as possible to be sure of delivery, of the size, stock and specifications. Do the same with postcards, inserts. Line them all up like a production line and have them drop quickly and easily into their places.

In summary: No printing piece is better than the planning which went into it. Today we have a whole new set of production-planning problems which can only best be overcome with *thoughtful planning* from start to finish. Get what you need and use what you get. And always—CONSULT YOUR PRINTER.

About the Letter Formulas

Those ten rules of yours are something we could all use to advantage . . . even those of us who pose as alleged "experts." I know lots of my letters would be the better for it.

That is really usable, helpful stuff. Keep on giving material like this, and your readers won't have to go to classes or buy books on letter-writing . . . they can just use *The Reporter* as their textbook.

Sincerely,
Robert Collier
152 West 42nd Street
New York, N. Y.

Reporter's Note: Well, Bob, we still like to run our Direct Mail School classes. Next series starts March 23rd in Direct Mail Center.

Short Range Planning

I am particularly impressed with the idea of short range planning in your outline of Mail Selling Strategy in Wartime. You do not use exactly those words but your whole thought seems to be based on the idea of timeliness, meeting emergency requirements, etc., which suggests that there is a danger in long range plans other than that something must be done. What to do is a matter of quick planning for new situations.

We here have never been very long on campaigns as such anyhow, but any that we have now will be developed purely to meet situations as they develop. For instance, materials are sometimes hard to get so we are preparing a short spring campaign on the idea of preserving what you have, making it last longer and our attempt will be to sell roof coatings which are intended to make a man's present roof last longer and thus make a useable roof out of an old roof that might otherwise have to be replaced.

J. M. Hoare, Manager Sales Promotion
American Asphalt Roof Corporation
Kansas City, Mo.

Patented Formats

Just about when we were ready to settle back in silent satisfaction over the demise of two mailing rackets (franking and patent) along comes a mailing piece from a New York printer advertising TWENTY FOUR "patented" direct mail formats under the tricky heading—"24 Ways to Save Paper for Your 1942 Direct Advertising."

The Reporter has said it before, and we'll keep on saying it: "These patents are the bunk . . . they are worthless." Any printer who sends out promotion on this asinine racket is harming Direct Mail. We won't go into a song and dance about the evils of the "patent racket" in Direct Mail. Anyone interested can review all articles in former issues of *The Reporter*. But we will EMPHASIZE: if any reader of *The Reporter* is threatened for a so-called infringement of a Direct Mail format patent . . . get in touch with us *immediately*. We will give you the correct three word answer.

Another View of Wartime Selling

Part of a good letter from Alfred G. Newnham, Sales Promotion, 35 King William St., Hamilton, Canada.

You are searching for thoughts on direct mail in wartime.

My belief is that wartime is just another condition. The business pattern changes constantly, war or no war, and business adjusts its sights to meet them. Promotion in the '20s differed from that of the '30s, because of changed conditions, and business in wartime finds that new selling rules must be developed.

Shortages will affect production of promotion, but it is human to use the accepted material as long as it is available. Substitute materials will have to be found, but that is the supplier's task, and he will, you may be sure, provide us with material that we can use, although it won't be as satisfactory.

Shortage of supplies for making consumer goods will affect the volume of promotion material, but the angle we have been pursuing is that we can not afford to let the public forget us.

Time is a more important element right now. I have just gone over some material that went out thirty days ago. This was written in November, re-written in December and produced in late December for early January mailing. Today, its message has been outmoded by government legislation. Because a few days can alter the worth of an idea, it must be got into circulation *immediately*.

In brief, I would say that (1) the rapidly changing business scene calls for rapid change of viewpoint (2) material must be geared to immediate need, tomorrow's legislation being unpredictable (3) in the background, we must keep the after-the-war viewpoint, for we can anticipate peace and peace conditions, although we were unable to anticipate war.

I feel it is the duty of all of us to stress the importance of maintaining at least a skeleton business structure, keeping those contacts which have cost business, as a whole, hundreds of millions to secure. The cost of retaining them is infinitesimal, compared to the cost of rebuilding.

Reporter's Note: We like the big-sized "Business Insurance Policy" sent to us by Mr. Newnham. Written

and styled like a regular *policy*—it is a prospectus issued by Scott & McHale, Limited (footwear) offering dealers Direct Mail pieces and other co-operative helps so that (1) retailers will keep name before the public and (2) the retailers will remain faithful to Scott & McHale even though a very small percentage of orders are filled.

Smart merchandising.

Extra Attention

The Central Baptist Children's Home, Washington Boulevard and First Avenue, Maywood, Illinois, uses a unique stunt to get attention for their monthly 6" x 9", 4-page, self-mailer-type news bulletin. When folded for mailing it measures 3" x 9". They use a pre-cancelled stamp to seal. Along the bottom left with arrow pointing to stamp is this "Just slit the stamp and read the NEWS." Director of Public Relations, Jack Thompson, tells us it has been the cause of many favorable comments.

Strategy Sound!

... as we were last month. George Engelbrecht of Universal Lithographing Co., 4313 Diversey Ave., Chicago, Ill., has a lulu of a new letterhead. With a solid light blue tint background—a large V running from top to bottom shows through in white.

Your strategy (in wartime mail selling chart) is certainly sound, and although we reached our decision as to 1942 Direct Mail activities independent of your planned program, it is surprisingly similar in a great number of ways.

E. H. Claypoole
Advertising manager
Masonite Corporation
Chicago, Illinois.



—from *Punch*.

FINDING A SIZZLE

*The story of an Unusual Campaign with a vegetable theme
for selling piston rings.*

"RIPE TOMATO ACCELERATION"

P. E. Chamberlain, in the Executive Sales Office of the American Hammered Piston Ring Division of Koppers Company, Baltimore, Maryland, sent this reporter a complete set of samples of their 1942 Direct Mail Campaign. They were so unique (and courageous . . . for these times) that we asked Mr. Chamberlain for a short, breezy description of the plan and method. In our opinion, this is the best current example of finding just the right sizzle to put over a sales story. The illustration shown is used on wall posters, window strips, charts . . . and repeated in various forms throughout all the pieces in the campaign.



The "Ripe Tomato Acceleration" Theme

"Our Rings will stop oil pumping," has been the theme of all piston ring advertising and sales promotion for several years—since the development of the modern light, high-speed, high-compression automobile engine.

As a matter of fact, replacement of piston rings, alone, will seldom restore power and eliminate waste of oil and gas. Naturally, all of the wear parts of the engine must be checked and corrected, including pistons, valves, valve stems, bearings, etc. Even the cooling and ignition systems should be adjusted, if the car is to perform satisfactorily after leaving the shop.

American Hammered has, for

years, urged that the mechanic explain this to car owners and sell them a complete job at a profit-producing price.

Two elements have handicapped this program—the fact that there was no single word or phrase to describe all of the symptoms of such a car and, second, that mechanics generally are notoriously poor salesmen.

In 1941, therefore, American Hammered offered "Ripe Tomato Acceleration" as a phrase both to describe a car's condition when it consumed too much oil, and gas, and had lost its power ("feels like you were squashing a ripe tomato when you step down on the accelerator"), and as a help to repair men in selling the car owner on permitting a complete check-up and correction, they were

urged to say, "Mister, you have 'Ripe Tomato Acceleration,'" instead of merely: "You need new rings," which sounded like a quick, easy, low-cost job. When the car owner, startled by hearing the unexpected, would say: "What the devil is that?", the mechanic had an opportunity to explain the nature and extent of the work necessary to restore power and economy to the car.

"Ripe Tomato Acceleration" was American Hammered's trade paper and sales promotion theme in 1941. In 1942, Direct Mail is being used to emphasize the advantages of using it as a "Selling Tool," while trade paper advertising will continue, as in 1941, to urge the use of American Hammered Piston Rings to cure "Ripe Tomato Acceleration."

American Hammered's Direct Mail Campaign

Most manufacturers of Piston Rings consider the garage man as their "ultimate consumer," because few car owners know, or care, what kind of replacement Piston Rings are installed in their cars.

To reach this repair shop (Dealer), it has been manufacturers' custom to go through Jobber Sales Manager to Jobber Salesman to Garage. Leaving out a certain number of meetings with the sales organizations of key Jobbers, this has been attempted by sending the Jobber a package of promotional material—banners, charts, window streamers, booklets, etc.—with the expectation that the Jobber's salesmen would distribute it and explain the program to his respective garage accounts.

Obviously, any sales program which depends for its success upon Dealer co-operation, falls of its own weight if handled in such a manner. Therefore, American Hammered Piston Ring Division of Koppers Company, Baltimore, broke away from this be-whiskered custom and went all-out for Direct Mail in promoting its 1942 merchandising theme.

First step in the new plan was to build up a current mailing list of 25,000 Dealers. Printed cards, keyed so they need not be signed, were sent to each of the 1,600 American Hammered Jobbers with a letter, requesting the names and addresses of their better Dealer accounts, and a stout envelope for the return of the cards by November 20, 1941.

This letter merely informed the Jobbers that a "Missionary Work by Mail" campaign would be conducted for them in 1942. They were not told the theme of the campaign or furnished with sample mailing pieces. In short, the Jobbers and their salesmen were completely by-passed for the first time.

One sample of each mailing is sent to Jobbers one week in advance of the same mailing to Dealers. The first of these sample mailings, on January 2nd, enclosed a letter explaining this. Subsequent sample mailings to Jobbers carried a printed sheet stating that "this is another mailing to your Dealers in American Hammered's 1942 Missionary Work by Mail Campaign."

This first mailing on the main theme consisted of a 3" screw driver, with pocket clip, attached to a card which informed the Dealer that this practical tool for the service end of his business would be followed by tools for the business end of service.

Second mailing was an envelope containing a "Kit of Selling Tools"—wall charts, window streamer and a 13½" x 10½" book, cut out to represent a tool kit, explaining how the

theme could be used to sell more complete motor overhaul jobs.

Third mailing was another card, to which was attached a 6" steel rule, also with pocket clip. This was a follow-up of the second mailing.

Interspersed with these mailings, as well as continuing throughout the year at the rate of one or more a month, Dealers have, or will, receive a reprint of the current trade paper advertisement, regular monthly issues of "CASHER-IN," posters for shop walls, and windows, etc.

* * *

Reporter's Final Note: This campaign should be entered in Direct Mail Leaders Contest for 1942. It is not only good Direct Mail—it's also good selling. All of pieces show the dealers how to use "Ripe Tomato" theme in person-to-person selling. And it works!



A reproduction of the cover of unique 16 page (3 color) 13½" x 10½" booklet which presented "ripe tomato" campaign to dealers. Die-cut corners for realism.

THE END OF A CAMPAIGN

The following report comes from Earle A. Buckley, Chief, Mail Order Division, Defense Savings Staff, Treasury Department, Washington, D. C.

The Mail Order Division in the Treasury Department is to be temporarily discontinued for a number of very logical reasons.

Generally speaking, the attack on Pearl Harbor and the resulting declaration of war so stimulated the other methods of selling bonds that mail selling became no longer necessary or advisable. Specifically, the considerations behind the decision to "cease firing" were these:

(1) The vast amount of free newspaper, magazine, and radio publicity and advertising now being devoted to Defense Bonds;

(2) The greater responsiveness to such advertising due to war consciousness;

(3) The greater availability of bonds through some 50,000 distribution points now, or about to be, established;

(4) The goal now being vigorously pressed, of securing salary and wage earners as regular purchasers under the Pay Roll Savings Plan;

(5) The house-to-house pledge canvass which ultimately will reach every home address in the nation;

(6) The mounting difficulty of expense and personnel for maintaining the customer file of addressograph plates. This file now totals over 7,000,000 and new customers are being secured currently at the rate of more than 2,000,000 monthly;

(7) The problem of procurement and expense of paper for the huge quantity mailings necessary if direct-by-mail advertising were to be continued;

(8) The backwash of criticism from people who complain that they are buying through other channels and that direct-by-mail advertising represents a duplication of sales effort and waste of public funds.

While all of this unquestionably makes a strong case for discontinuing direct-by-mail advertising now, the division nevertheless performed a definite and valuable service in the months preceding the war.

As a result of all mailings, the Mail Order Division has to date sold, in direct orders received at the Treasury, \$18,823,182 of bonds. Excluding \$480,623 resulting from test mailings (which are never indicative as to costs) this result has been obtained at a cost of less than 4/10ths of one %.

However, quite aside from the direct orders resulting, these mailings have educated millions of people to the need for, and advantages in, buying Defense Savings Bonds; resulted in between 75 and 80 millions of dollars worth of immediate orders placed through banks, post offices and other issuing agents.

In the months during the building up of the Field Organization and issuing agencies, these mailings undoubtedly helped to "hold the fort" until such organization of our field selling forces could be completed.

After the war is over, the picture will be different. Mail selling will then, we feel confident, come out from its "back seat" and again be the principal means of selling—for these very good reasons:

(1) Many present avenues of "free" advertising and distribution will no longer be available;

(2) Direct-by-mail advertising, which is effective and low in cost even now, will be much more so when it has the market to itself—without the competition of the aggressive personal solicitation now in use during the war;

(3) Many people prefer the "privacy" of buying bonds by mail, not caring to disclose their actual worth to their local postmaster or bank;

(4) With the exception of the Pay Roll Savings Plan (which probably would not be

available in peace-time), direct-by-mail advertising offers the best means of securing and holding regular purchase plan customers. As a result of our various mailings, the number of new customers who have enrolled under the regular purchase plan at the time of their initial order, ranges from 35 to 40 per cent of the total ordering;

(5) The administrative cost is low, because one or two experienced mail order men can prepare all of the advertising needed, plan and supervise the mailings.

Incidentally, we are still going to mail one more series of tests—consisting of material previously ordered which couldn't be cancelled. This series will be made up of 14 separate tests of 25,000 each, comparing the relative pulling power of non-filled in letters; filled in letters with and without an accompanying folder; four-page letter folders; over and under \$5,000 income names; several different letters.

As to the other Direct Mail used by the Defense Savings Staff, this simply consists of booklets describing the Pay Roll Savings Plan; all-purpose folders describing the bonds; order blanks for use by banks, post offices, and other issuing agents; small enclosures for pay roll envelopes, etc. Not much outside of that.

Answering the question—"What are your plans?" in your P. S.—there won't be any great change. I am to be retained on the staff in the same capacity but for the duration will come to Washington less frequently, thus giving me more time to devote to my own business in Philly.

Reporter's Note: This cancels or amends the information given here last month. Notice of discontinuance arrived just as *The Reporter* came off the press. We will try to get Earle to give us final results on the 14 tests of 25,000 each.



BETTER NEW YORK SERVICE

ON
CHAMPION PAPER

FIVE *merchants* * ONE *warehouse*

To provide quicker deliveries of all principal grades of Champion paper, the five Champion merchants in New York City have pooled their stocks, increased the total tonnage, and arranged to distribute it from one central warehouse. Salesmen from our individual houses will contact you as in the past, but each will be able to supply more grades and larger quantities from stock. Champion is the largest source of printing papers; its merchants skilled in the art of paper-servicing your presses; its paper now more readily available than ever. All this adds up to the fact that it pays to choose Champion for *every* job!

HENRY LINDENMEYR & SONS

A. W. POHLMAN PAPER CO.



ROYAL PAPER CORPORATION

VERNON BROS. & CO.

THE WHITAKER PAPER CO.

What Shall We Do With The Feathers?

The following epistle was uncovered by that super-sleuth of out-of-the-ordinary letters, J. B. Howard of Curtis 1000 Inc. He swears that it is an authentic copy of an actual letter received by a midwestern manufacturer. We pass it along for the relief of tired nerves . . . and as an example of nothing. Perhaps we could find a moral in it for sales letter writers who wander all over the map without plan or formula and with too many useless words and phrases. But what's the use? Just sit back and enjoy this!

Superior Manufacturing Company
315 Fourth Avenue, S
Minneapolis, Minnesota

Dear Sirs:

I have a letter here that my mother wanted me to answer for her. We do not want the feathers back so you can destroy the

feathers if you can not use them as we do not need them.

One tick that the feathers are in is new ticking so you can destroy the feathers in it if you can't use them, but how much postage about would it take to send two of the ticks that the feathers are in back. We don't want the feathers, so destroy them. I would like you to save two of the ticks one that is new and one of the others and let me know how much postage it would take to send them back, but certainly we don't want any of the feathers.

That one new tick was on a spare bed and no one ever slept in there more than two or three times so that is why I would like to know what it would cost to send just the tick, but not the feathers as we don't want any feathers, so destroy them if they can't be used by you.

My mother does not want any feathers or ticks back, but I would like to know what postage would be on two ticks after you took the feathers out of them. Those feathers were on clean beds, so we thought

they could be used and we didn't know. We emptied some sacks we had and put them in with them so we didn't know any different.

Do you ever make mattresses out of feathers if they have been used in a bed just for a spare bed?

My mother has enough of feathers, so does not want those and that is why you can destroy them but they were all clean feathers only we had ticks in the corner of the attic for years and they were not slept on, but just a few times and no one in our family ever had any disease, so we didn't know that you couldn't use them, then.

Just destroy the feathers.

Sincerely yours,

Added Note: J. B. writes across the corner of the copy: "I wonder if they want the feathers returned."

Facing the Emergency

Here's a calm and sound argument from the not-yet-out House Magazine of the Cupples-Hesse Corporation, 4175 Kingshighway Memorial Blvd., St. Louis, Missouri. Sales Manager Kurt Vahle sent us an advance copy of it.

"Take Care of Your Tires, They May Have to Last You a Long Time." This statement gives us all something to ponder. We know Government conservation of metals, oils, rubber and other vital products that affect our lives will also reflect upon our sales force. For instance: What will the member of your sales organization do when tires are worn beyond repair, when the old car gives its last chug, its life exhausted, with no new one available?

One nationally known manufacturer is spacing sales trips for salesmen further apart, notifying his trade and asking for their co-operation. In between calls the salesmen are contacting their trade by mail, stressing the National Conservation Plan. We know of another manufacturer using a modified plan. They are having their salesmen cover only the larger towns. The smaller towns are being handled by mail. These smaller town customers are advised honestly that the company wants their business, but they are soliciting it by mail in line with Government plans to conserve rubber, oil, auto and other necessities to all out war.

Notice both of the above plans of conservation are in line with Government policy.

National Advertiser Increases Returns 13.78% With Artographic!



ARTOGRAPHIC is the new process for illustrating your product or service on the back of an envelope.

The publishers of a national magazine sent a test mailing to a national list of doctors to determine the pulling power of Artographed envelopes as compared with ordinary envelopes. Cash returns from offers mailed in Artographed envelopes were 13.78% greater than from those mailed in ordinary envelopes. Write for further details.

CURTIS 1000 INC.

342 Capitol Avenue
HARTFORD, CONN.

1000 University Avenue
ST. PAUL, MINN.

2630 Payne Avenue
CLEVELAND, O.

Sales expenses are sure to be reduced without reducing salaries, or efficiency—both plans are supplemented effectively by Direct Mail.

Reporter's Added Note: Hope most of you heard Senator Patman's remarks a few Sundays ago during Ted Granick's American Forum of the Air debate on "Small Business." The Senator emphasized that "small business" should not be content to sit back and wait for Government help. He said they should go out and fight for business. Told story of a New England manufacturer who could not get raw materials . . . so compiled a mailing list of 500 over-sold manufacturers . . . wrote letters offering his plant facilities for overflow defense production . . . result: so busy now, can't keep up with overflow orders. Swell plug for Direct Mail. You pessimists better look at that V . . . — chart of ours again (November Reporter). Look for new markets!

Campaign Against Waste

Ray Thompson of the Weisert Letter Shop, 616 Starks Building, Louisville, Kentucky has a smart idea.

He sent *this reporter* a series of 10 bulletins entitled "War on Waste." They are very excellent single sheet mimeographed bulletins with appropriate illustrations. He is selling them to industrial organizations for distribution or mailing to employees. The bulletins stress how the employees can help in the war effort by warring against waste of paper, forms, materials, lights, etc., etc.

Sorry we don't have room to reproduce all the bulletins, but perhaps you can get samples from Mr. Thompson.

In the Works

Next month, we will have for you another formula chart. This one will give the tested rules for selecting appeals and writing copy . . . tied-in, of course, with the present emergency. Also in the works . . . a summary of the best advice of the experts, on the big problem of keeping your mailing lists up-to-date in this period of rapid and unpredictable changes.

THE REPORTER

Buy Defense Bonds and Stamps



A double-tracked line for Modern Advertising

Here are two related lines, now available in a wide choice of items, that will step up the eye appeal of your printed pieces.

EAGLE-A AMERICAN EGGSHELL TEXT

This important text paper will impress your prospects with the sheer beauty of its texture and colors—all of which are made in wove or laid. The cover weights together with the light weights offer you a winning combination. Surface sizing assures better printability, greater suitability for offset work, closer register, and economy in the pressroom.

EAGLE-A AMERICAN EGGSHELL BOOK

Here is a better grade antique book paper of attractive appearance, good bulk and excellent printing quality. It is made in two whites and india, wove and laid, five sizes, four weights. This paper is highly suitable for bound books, booklets, catalogs, company magazines, reports, mimeographed forms and many kinds of direct mail advertising.

Eagle-A American Eggshell quality, modestly priced for everyday use, represents an outstanding value. Ask your Eagle-A Paper Merchant for samples, dummies or further details.

AMERICAN WRITING PAPER CORPORATION HOLYOKE MASSACHUSETTS

Manufacturers of the famous *Eagle-A Coupon Bond* and other nationally-known Bonds, Ledgers, Offset Writings, Bristols, Mimeographs, Books, Covers, Advertising Papers and Papeteries. Also Technical, Industrial and Special Papers.



SAVING THE MILES

I have just read your latest issue with great interest.

Anybody who thinks that Direct Mail advertising is going to take a back seat now, shortage of paper notwithstanding, is not taking into consideration present-day selling factors. The very factor created by the need for conserving rubber tires on the part of every salesman throughout the land, in itself creates an increased need for the use of the mails for sales messages.

Along these lines, I thought you might be interested in seeing a letter which we recently prepared for our men to use to send to their customers in those cases where trips and calls had to be put off.

Our local post office is quite friendly with us after last year's record of more pieces in the mail than ever before. Our Advertising Manager, Russ Kreie, and his department will not let them down in 1942!

Herb Mercready
Sales Promotion Manager
Magnus Chemical Co., Inc.
Garwood, New Jersey

And here is the letter used by Magnus Chemical Company salesmen. 1 1/4" x 1 3/4" picture of salesman is tipped to letterhead with this message underneath "Your Magnus Man. Remember me?"

I've Got TIRE Troubles!
Yes Sir,

To successfully meet the problem presented by the tire rationing program, I have been forced to cut down somewhat on the use of my car. Had this situation not occurred, I would have been in to see you, as usual, before now. Since I can not call at this time, I am taking this means of

letting you know that I do appreciate the business which you have given me and to assure you that Magnus materials and service are always available.

You can help me to cope with this tire conservation problem in the following ways:

1. ORDER AN EXTRA SUPPLY of Magnus materials, each time you order, rather than the quantities which you were previously accustomed to ordering. And, mail your order in direct.

2. When ordering one Magnus material, check all other items to determine whether you have an adequate supply of them on hand as well; then ORDER AN ADEQUATE SUPPLY OF ALL NEEDED MAGNUS MATERIALS AT THE SAME TIME.

So, before your present stocks of Magnus materials get too low, I suggest that you simply fill in one of the enclosed postage-paid order cards and drop it in the mail. You will get the same prompt service as you would, had you handed me the order personally (and I will still get the credit for it!).

This doesn't mean that I am not coming to see you. Just as soon as I can arrange it, I plan to stop by. In the meantime, I hope you will adopt the above suggestion so that we can continue the same pleasant relations, even if it is at "long distance."

Should you need any additional information regarding any particular material or operation, just write your question on one of the order cards and we will be glad to answer it in detail. It will be referred to me promptly and I will handle your request personally.

Very truly yours,
District Representative

More About NO FRILLS

The enclosed letter is further proof of your contention that frills etc. are not always essential in Direct Mail.

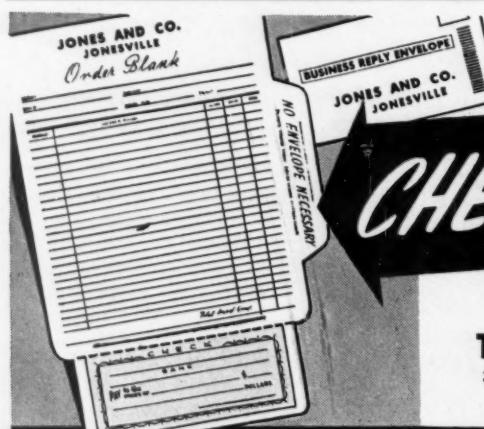
You'll note that this letter is also just a plain mimeograph job, on ordinary mimeograph paper. It was rushed off on a moments notice and mailed in a cheap penny-saver envelope with a pre-cancelled penny stamp, no return address.

We have been doing a Direct Mail promotion for the last 2 years, covering 1,000 mens retailers in Canada . . . a fairly expensive job, paper, art work etc., with a piece every month. We also do a mailing for our own active accounts every other week. Results are satisfactory.

But, here is the interesting thing about this cheap job. I timed this letter so that I would be seeing about 300 of our mailing list both prospects and active accounts, while on my annual trip to the Pacific Coast. I start in Montreal and finish in Victoria on Vancouver Island, a distance of about 3,000 miles. The trip takes me all of 2 months. What surprised me was the fact that this cheap letter was commented on by a large percentage of people, who, as a rule never mentioned our regular monthly piece. The letter was remembered even on the coast about a month after it had been mailed and I would say about 40 people out of our list of 75 in Vancouver wanted to know who originated the letter. Some of them had it framed. I don't know who the author is or was.

H. Levitt
Towne Hall Clothes
Montreal, Que., Canada.

The Reporter passes along the "cheap" letter which caused all the comment. It is an adaptation of an



GET CASH WITH ORDER with

CHECKVELOPES

ORDER BLANK
BANK CHECK
REPLY ENVELOPE
All In One

TRIPLE DUTY

Three forms in one! Make it easy to buy . . . easy to pay.
Ask for samples.

TENSION ENVELOPE CORPORATION
345 HUDSON ST. NEW YORK CITY Telephone CANAL 6-1670

Manufacturing plants at NEW YORK, KANSAS CITY, ST. LOUIS, DES MOINES and MINNEAPOLIS

old gag . . . but it seems to prove again that appropriate humor is always appreciated.

In these hectic days of Headlines and Bylines-Blitzkrieg and Zitzkrieg-Attack and Counterattack and so on and so forth, a little humor is not out of place, more so if there is a moral to be gained from it. . . .

With this in mind, we reprint the following letter, (ran across it the other day —got a laugh out of it)—hope you like it . . . we did. . . .

John Doe & Co., Limited
(very much so now)
1234 Any street
Anyplace, Anywhere.

Anyplace, Any., Oct. 15/41.

Dear Sir:

For the following reasons I regret I cannot send you a cheque; I have been held up, held down, sandbagged, walked upon, set upon, flattened out, and squeezed by income tax, the purchase tax, the sales tax, the liquor tax, the motor tax, the tobacco tax, and by every society, organization and club that the inventive mind of man can think of, to extract what I may or may not have in my possession for the Red Cross, the Black Cross, the Iron Cross, the double cross, and every Hospital in town and country. The Government has governed my business until I do not know who owns it. I am inspected, suspected, examined and re-examined, required and commanded, so that I do not know who I am, where I am, or why I am here at all. All I know is that I am supposed to be an inexhaustible supply of money for every need, desire, or hope of the human race, and because I will not go out and beg, borrow or steal money to give away, I am caused to be cussed, discussed, boycotted, talked to, talked at, lied to, lied about, held up, hung up, rung up, robbed, and damn near ruined.

The only reason I cling to life is to see what the hell is going to happen to "HITTER."

Yours very truly,
(Sgd.) Joe Bloe.

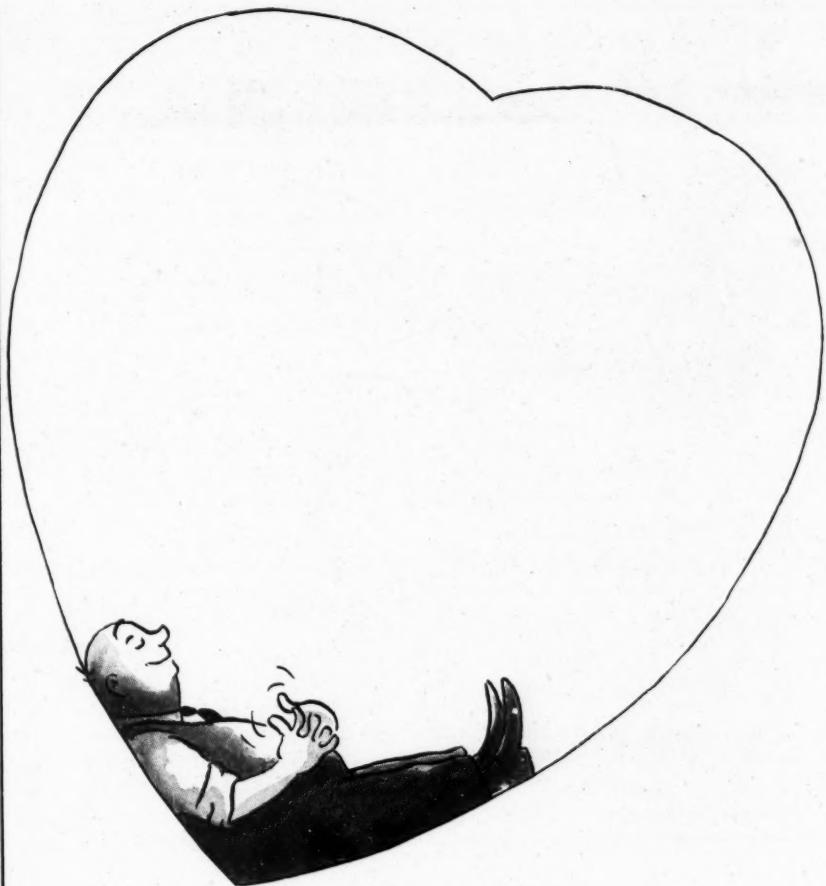
A Puzzle?

Here's one from current issue of "It's Said and Done" h.m. of Dictaphone Corporation:

Reader R. D. Hall sends this little puzzle, and swears that it's very simple. It bothered us quite a lot and we thought perhaps it might bother you. If it doesn't, we apologize!

PUZZLE: A man paid \$110.00 for a horse and later sold it at a loss. He received \$10.00 more than he lost, and the question is how much did he sell the horse for?

Note: Maybe it's too simple, but we'll reprint anyway.



"You've found a place in our heart!"

WE MEAN IT. Because in spite of today's restrictions and shortages, you direct-mail men are still turning out broadsides that pack a hard-hitting, colorful, selling wallop.

The reason is clear. You're carrying the banner for American business . . . to keep alive the merchandising efforts that will be needed when the emergency has passed.

Hammermill Offset can—and does—help many of you carry on your selling effort. Today, as in the past, it rates high among papers for broad-

sides and mailing pieces. Because it gives you splendid reproduction . . . the economy of work-and-turn printing . . . a choice of distinctive finishes. Because it's a product of Hammermill craftsmanship—a paper you can depend on.

To make your next mailing click, specify Hammermill Offset. And send for free set of samples . . . over-runs of actual commercial jobs . . . a warehouse of new ideas. Write on your company letterhead to Hammermill Paper Co., Dept. RD, Erie, Pa.

Tie DIRECT MAIL PACKAGES faster BY MACHINE!

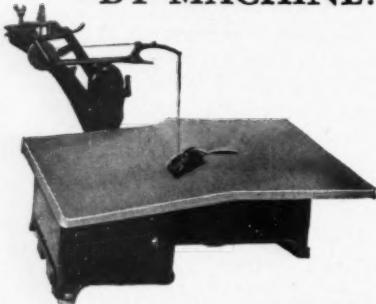


Figure your savings—in lower costs and faster production—by using the modern Saxmayer Tyer! Model shown here is ideal for mailing departments. One operator at this Saxmayer machine can do the work of 3 or 4 expert hand tyers—more neatly and firmly, too. Ties stacks of envelopes in less than a second. Completely automatic—no levers to operate. Occupies little more space than a typewriter. The perfect answer for Sec. 562 P. L. & R. mailings. **Write for more details or Free Trial.** National Bundle Tyer Co., Blissfield, Mich. Agents in all cities.

SAXMAYER *Saves Half Your Twine and Tying Time*

If You Like This Issue . . .

and if you are not a regular reader of *The Reporter*, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail Ideas. If you are a subscriber . . . how about showing this copy to a friend?

Subscription Rate \$3.00 Special Two Year Rate \$5.00

THE REPORTER, 17 East 42nd St., New York City

Fill out coupon. Paste on Post Card. We will bill you later.

NAME _____
THE REPORTER
Subscriptions to
Enter _____

ADDRESS _____
CITY _____

A Showman Moves Up!

Leon J. Bamberger, for the past ten years Sales Promotion Manager for RKO Radio Pictures, Inc., and foremost exponent of tricky, splendiferous, realistic mailing pieces, has become Executive Secretary of the United Motion Picture Industry. Leon has won awards in the annual Direct Mail Leaders Contest for six years.

We can now hope that the Motion Picture Industry as a whole will use more and better Direct Mail. The "Industry" deserves congratulations, rather than Leon . . . for the job of Executive Secretary in any association is no bed of roses!!!

late to do any good—in today's mail I received a number of especially fine Christmas and New Year's banners; three days before Thanksgiving I received 500 football schedules for 1941 and so it goes from one holiday to the next. The companies must spend millions, has the year prominently stamped on it so it can't be carried over to be used next year. I greatly appreciate this help and the fine advertising the various companies send out, but why can't they send it out in time so that it can be used to build new business instead of to make bonfires?

Perhaps some pertinent little article in your magazine might wake the companies up to the loss they are incurring by sending advertising material out too late to reach the agent in time to be used.

Cecil D. Harris
Concordia
Kansas.

Reporter's Note: That's telling 'em, Mr. Harris . . . and I hope you jolted some of the "experts" out of their easy chairs.

Hurrah for a Squawk

Reporter George Dahl of "World Convention Dates" thinks *Reporter* readers should be interested in a "letter to the editor" which appeared in American Agency Bulletin. We like this squawk. Insurance companies are not the only culprits. Reader Harris emphasizes the most important problem facing advertising today . . . timeliness:

I would like to see something written about—company advertising.

According to reports from your office the vast majority of insurance offices are small one to three men affairs like my own, usually owned and managed by one or two men in a small community. We managers have the whole load on our shoulders. We are the star salesman, the manager, the complaint department, the janitor, keep most of the books, and all the other one hundred and one things required of a successful agency and by far the least of these duties is advertising.

Advertising seems to be a science and many of us, because of lack of proper training and experience in this field, draw heavily on company experts and on company created material—but why can't they get advertising out in time for an agent to use it effectively?

It has been my experience that from three days to three weeks after some special event we get a scad of fine advertising from several of our companies but it is too

Hotel Promotion!

That's an interesting stand-up, table circular used by Joe Hoenig, Director of Sales, The Waldorf-Astoria, New York, N. Y.

A blue bristle envelope 4" x 4" with pocket. Die-cut circle in center. Flap folded back to make a stand-up easel. Inside pocket a circular disk 3 3/4" diameter. Front a reproduction of victrola record with label "Freddy Martin and His Orchestra." Reverse side tells story of the success of this Victor-Bluebird Recording Orchestra. Title on envelope "Let's Look at The Record"—leads into announcement of program in The Waldorf Wedgwood Room. Good handling!

Incidental Note: Several weeks ago, *your reporter* talked to a monthly meeting of the New York Hotel Sales Managers Association on the general subject "How to improve Hotel Letters." Prior to talk we had examined hundreds of Hotel letters—routine, credit, promotion follow-up, etc. letters. We used the 10-formula outline reproduced in last issue of

The Reporter. Our remarks were not very complimentary, for very few of the Hotel letters examined followed any of the formulas. We—our—my—I—us's galore; stilted, stereotyped, groveling expressions; ridiculous, participle, fawning closing paragraphs; form letters written by disciples of ancient textbooks.

President Joe Hoenig tells us he anticipates a big change in Hotel Letters as a result of this letting-our-hair-down session. Why can't more people learn the one simple rule: "Write letters as you talk."

Imagine a Hotel Manager standing stiffly in the lobby bidding a guest goodbye in this fashion:

Assuring you of our ever constant desire to be of service, and hoping you will again avail yourself of our unexcelled facilities at the earliest opportunity, I beg to remain with further assurance of our esteem, yours respectfully.

Well . . . they say those silly things in letters instead of the usual friendly handshake and "Was everything all right? Hope you had a fine time! Come again soon!"

Changes in Schedule

The Reporter would much rather report on new or enlarged house magazines . . . but we want to keep you advised on just what is going on in Direct Mail.

Congoleum-Nairn, Inc., Kearny, New Jersey has just announced that their famous (and super-excellent) house magazine . . .

"Congoleum-Nairn Sales will be published quarterly instead of monthly as heretofore. Present conditions have led us to this decision. We can promise our readers that these quarterly issues will be bigger and better than ever before and will be crammed full of important sales information for salesmen of Congoleum-Nairn products."

The Reporter will be looking for the "bigger and better" issue on April 1st.

The report we hate to make most: "Paper on Parade"—the house magazine of The Howard Smith Paper Company, Canada . . .

the house magazine *this reporter* has raved about for years and years has been discontinued for the duration. In its place, however, Neil Powter will send a lively, condensed news bulletin. Neil and his co-workers didn't think it was fair to continue the elaborate production when some of their customers couldn't buy paper from them. *The Reporter* is saying the last issue . . . a startling and dramatic farewell. May the retirement be short.

The Whitehead Metal Products Co., Inc., New York announce that "The Whitehead Wave" which proved so popular in 1941 will be continued and sent to dealers and water heating salesmen at regular intervals.

It will assist dealers to develop prospects for the future, and to keep the name and products before the public despite present shortages of material for civilian use. Although 95 per cent to 100 per cent of Whitehead production lines are running on defense orders, and no Monel metal is available for range boilers, automatic gas water heaters and other civilian uses, the company will continue to keep in close touch with its dealers.

Bookvertising

Devoe & Raynolds Company, Inc., New York City have just released an effective piece of institutional advertising. It is an historical sketch of New York's oldest surviving manufacturing enterprise. Titled "The Colorful Years." The company's history since 1754 has been produced in the form of a 64-page book plentifully illustrated with photographs and reproductions of historical documents from the company's files. The cover design, a montage repeating the dates 1754 and 1942, is reproduced by silk screen process. Illustrations are produced by gravure; the text is printed by letterpress.

Chart Posted

We have posted your "Mail Selling Strategy in Wartime" chart in our Promotion Department . . . so that we will not overlook any of these important points. As we get ideas which will help you in your wartime summaries, we will rush them along.

Lester Suhler, Subscription Mgr.
LOOK, Des Moines, Iowa

LOOKING AT LISTS

with "JIM" MOSELY

WHERE WILL YOUR NEW CUSTOMERS be under the new WARTIME changes which YOU face NOW?

The greatest shift in markets—and lists—ever known in this country is under way at breakneck speed. Almost over night certain markets are "out"; others are increasing rapidly in productivity, offer YOU challenging NEW MAIL SALES OPPORTUNITIES for today and tomorrow!

DO YOUR WARTIME MAIL SELLING WHERE THE MONEY WILL BE!

2 Selective Markets YOU will want to cover intensively:

1. The 25,000 TOP EXECUTIVES with the 10,000 Companies which will have the bulk of \$150 billion dollars for WAR PRODUCTION.

2. The 150,000 PRINCIPAL EXECUTIVES of 50,000 Companies expected to qualify for PRIORITIES and SUB-CONTRACTS. (Does not duplicate the other.)

Special Descriptive Bulletin
on how you can own or rent both
Master Lists NOW will be sent on
request to

Dept. R 1-42. Please outline your problems!

MOSELY SELECTIVE LIST SERVICE

Mail Order LIST Headquarters
230 CONGRESS STREET
BOSTON

"MOSELY has the LISTS!"



Names come to Life when you rent lists of individuals with known mail-buying habits.

We know the names list owners circularize to get their customers. And we know why some lists pull better than other lists that appear to be much the same.

Give us a word-picture of your "average" prospect. We'll let you know the lists where you'll find this man — and hundreds of others like him.

D-R SPECIAL LIST BUREAU
(Division of Dickie-Raymond, Inc.)

80 Broad Street Boston

KING
Complete
TYPESETTING SERVICE

... for Advertisers' and Publishers' most exacting demands — Hand-type, Monotype, Linotype. ... Tons of type of every description for Electrotyping, Engraving. Reproduction proofs for Offset or Gravure Processes. A complete reprint division for quick service.

KING
TYPESETTING
SERVICE

In the McGraw-Hill Building
330 WEST 42d ST., NEW YORK

ALSO FOREIGN-LANGUAGE TYPESETTING

Case Histories

William Schulz of the American Automatic Typewriter Company, New York City gives *your reporter* the following items . . .

The Associated Oil Company, San Francisco, a division of Tidewater Oil sent out in November 6,100 automatically typewritten letters to people who had not used their credit cards in October. Reply envelopes were enclosed, and they received 1,200 replies (19%+). These were broken down to show that 30% preferred to pay cash, 8% expected to use their cards in November while 7 or 8% have not been using their cars much.

* * *

Barker Bros., Los Angeles during January to October inclusive mailed 41,700 credit sales promotion typewritten letters to accounts. The average sales return per letter was \$17.00. The expense per letter, including direct and indirect—salaries, postage, stationery and all expenses allocated to a department in a retail store—resulted in a cost of approximately twelve cents per letter. L. M. Crosthwaite, credit manager commented that "an investment of twelve cents in a letter that will return \$17.00 is extremely good business."

Reporter's Note: Of course, Bill is partial to automatically typewritten letters . . . but so is *this reporter* even though he doesn't sell them. A good rule for the days ahead: Make your Direct Mail approaches as personal as possible. Convincing, too.

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Speed Your Reply!

Here is some valuable advice . . . picked up in recent issue of the-always-good house magazine "The Curtis Courier," edited by Tom Dreier and issued by Curtis 1000 Inc. (Envelope Manufacturers) of Hartford, Connecticut and St. Paul, Minnesota.

Letters More Important Than Speeches

People who do not answer letters often have little idea of the damage they do themselves. Their failure to answer letters is an advertisement of their lack of courtesy. We are not talking now about form letters. We refer specifically to personal letters, no matter what their subject may be.

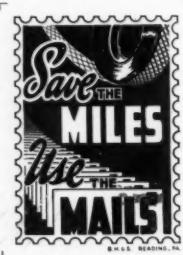
Out in the state of Washington a Port-

land newspaper man went to the Legislature as a budding member. In the *Survey Graphic* this man, Richard L. Neuberger, told some of the things he learned.

"Mail is highly important," he wrote. "Letters unanswered are votes thrown away. This is particularly true of personal mail which some man or woman has taken the trouble to write in longhand. There are stock letters sent to every member of the legislature; these we disregard or reply to with a perfunctory 'I will give your views all possible consideration.'

"But a personal letter from a constituent, a letter which has come to us alone—that is a totally different proposition. A citizen interested enough to write his legislator is also interested enough to tell his neighbors and friends and relatives his estimate of that legislator. This is why, if necessary, we miss a session of the House to turn out the morning mail."

Heads of businesses also ought to remember the importance of answering letters—even personal letters from those who wish to sell them something. We know of one man who wrote the head of a retail store about the good service rendered by a clerk. No reply was received. It was a small discourtesy, but the writer of that letter liked it so little that he consciously avoided that store on a shopping trip and bought three suits at a rival establishment.



Here Is a Good Label

In line with the thoughts expressed in other items in this issue . . . (saving salesmen's tires by filling in with Direct Mail) . . . here's a good label designed and promoted by Bob Heller of Beaumont, Heller & Sperling, 121 N. 8th Street, Reading, Pennsylvania. *The Reporter* is co-operating by using them on outgoing envelopes. Rolls of 500 in two colors, size 1" x 1½" can be obtained from Bob Heller at 75c per one thousand.

CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines. Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

ADVERTISING AGENCIES

Your agents, mail order advertisement inserted all newspapers, magazines at publishers' rates. Martin Advertising Agency, 171P Madison Avenue, New York.

EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHES, MIMEOGRAPHS, Folding Machines and Attachments—Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

LETTERHEADS

If you want a BETTER LETTERHEAD contact Frederick Scheff, Author "Letterhead Design," 68 Nassau St., N. Y. C.

MAILING LISTS

TIME-SAVING AID! Specialty and hard-to-get lists. Over 10,000 classifications supplied. Explain needs. Associated Services, 741 Gott St., Ann Arbor, Michigan.

MAILING LIST RENTALS

1,000,000 NAMES FOR RENT
Our advertising brings nearly 1,000,000 new mail-order novelty buyers each year. Complete information sent upon request. Johnson Smith & Co., Detroit, Mich.

MULTIGRAPHING SUPPLIES

RIBBONS, INKS AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

POSITION WANTED

Direct mail advertising salesman, fine record, earning reduced by war, wishes job selling advertising, Baltimore, Washington, Phila., vicinity preferred. Address Box 11, The Reporter, 17 E. 42 St., N. Y. C.

SALES LETTERS

If ALL IS four-square, I'll either achieve the slant and strength which you'll agree will sell it best—or I'll refund your \$5. WALT JENKINS, 1595 Bryant St., Denver, Colorado.

LETTER GADGETS

Will wake up those sleepy letters and keep them out of the waste basket. Your waste basket letters can't sell for you, and require just as much postage. Have you seen the new Strip-O-Gram, the Infra-See secret paragraph letter and the new Pop-Ups? If you haven't seen my new 10-page catalog, write for it—

A. MITCHELL

326 N. Michigan Ave., Chicago, Ill.

Ode to Metered Mail!

In your November issue you make the prediction that Metered Mail will grow rapidly during the War period . . . that it is another chance to save paper time, etc.

You probably limited your prediction to just those few brief words because it would be obvious to most of your readers. However, as we all know, many of the perfectly obvious things that should be done are not done because they are so commonplace that people overlook them. Wouldn't it be a good idea to amplify your statement in your next issue, and list a number of ways in which the use of both metered mail and printed permit mail would help our victory effort? Here are just a few savings:

The use of metered, or printed permit mail, will save paper (as you mentioned) by eliminating the need for stamps.

It will save a considerable amount of government labor which, in the aggregate, is tremendous when one remembers that the stamps must be engraved, gummed, perforated, counted and recounted, checked and double-checked, examined and re-examined, in the Government Printing Offices. They also must be wrapped, packed, and shipped—and received and cared for in post offices. In other words—the total labor required—all along the line—is staggering! A lot of this labor is wasteful labor that should be released for other purposes to help our country win the war quickly.

Then there is the saving of time, labor, and money in affixing stamps.

Also the saving of labor (and therefore man power) in post offices, by eliminating the necessity of cancelling the stamps.

And not-to-be-forgotten is the saving of time, by expediting the mail.

Remind your readers of these and other savings that are possible with the use of metered or printed permit mail and I'm sure many of them will be grateful for suggesting practical things they can do to help the victory effort—while still being mindful of your rule: "Test, test, and test again!"

Sincerely yours,

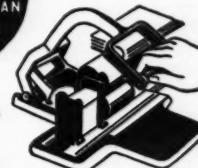
Walter E. Meinzer, Sales Promotion Manager, A. SULKA & COMPANY, (Shirtmakers and Haberdashers), 661 Fifth Avenue, New York

Reporter's Note: You aren't by any chance working for the Postage Meter Company, are you, Walter? Pitney-Bowes never wrote a better "Ad," and even though they should be paying for this space, we just can't help printing your very helpful letter.

H. H.



NO MORE TIRESOME HAND ADDRESSING



To advertise ELLIOTT ADDRESSING MACHINES, which print addresses from typewriter stenciled Plastikote Address Cards instead of heavy, costly metal address plates. Elliott has produced the ADDRESSERETTE, a \$17.50 addressing machine. It is as fast and works on the same principle as addressing machines that until now have sold for \$75.00 and up. Clubs, Lodges, Associations, Churches, Small Stores and Offices—any one who wants to save time and the labor and bother of hand or typewriter addressing—will find the ADDRESSERETTE what they have long wished for. Write for illustrated folder.

THE ELLIOTT COMPANY
127 Albany Street, Cambridge, Massachusetts
[Price Denver West, slightly higher]

The Pencil Stunt!

Did you ever try using a short sharpened pencil with your mailings? You can attach it to your return card with Scotch tape or use a couple of punch holes through which the pencil is slipped. We have the 2½" sharpened pencils in stock at only \$3.85 per thousand.

GOLF TEE COMPANY
Amsterdam, N. Y.

CONSTRUCTIVE HELP FREE: The Man Marketing Clinic shows men and women how to organize and apply sound merchandising principles to the selling of their own assets and abilities. No charge—no obligation. Applicants of merit welcome. Meetings, under the auspices of the Sales Executives Club, held Fridays at 7 P.M. at the Engineering Bldg., 29 W. 39th St.

Professional Mailing Lists

Do you circularize Physicians, Dentists, Druggists, Osteopaths, etc? We have complete mailing lists covering these groups and allied Professions. Our lists are on stencil—the service of addressing your envelopes can be bought for as little as \$2.00 per thousand.

- 100% Accuracy Guarantee
- 72-Hour Service
- Clean Address Imprints

Fisher-Stevens Service, Inc.
183 Varick St. New York, N. Y.

FUCHS & LANG CO.

SUPPLIES FOR MULTILITH

BLANKET AND ROLLER WASH

DEOXIDE

(For counter etching the plate)

PROTEX --- Emerald --- for regular plates.

PROTEX --- Red --- for Duplex plates

(For etching the plate)

REPELLO CONCENTRATE

(Water fountain solution)

U-NEEK PLATE COATING SOLUTION (Ready to use)

GUM --- E-Z

(Liquid Gum)

PLATE INK

(Black --- washes off freely with water)

SEALST

(Protects plates for future use)

RUBBER BLANKETS 10 x 15 $\frac{1}{4}$ "

(Punched and scalloped edges - ready to fit on press)

ROLLER CLEANING ATTACHMENT

(For cleaning inking rollers without removing them from the press)

OFFSET LITHO INKS OF SUPERIOR QUALITY

(Especially formulated for use on Multilith presses)

May we quote you on your requirements? We are confident you will find our prices of interest.

THE FUCHS & LANG MFG. COMPANY

(Established 1870)

Division General Printing Ink Corporation

100 Sixth Avenue, New York, N. Y.

Boston

St. Louis

Chicago

San Francisco

Cincinnati

Fort Worth

Cleveland

Los Angeles

Philadelphia

Toronto, Canada

